

92N0020E  
no. 25  
c. 3

# Recensement Census



NCT Report 25

Evaluation of  
Respondents' Comments

RECENSEMENT

96

CENSUS

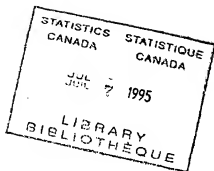


Statistique  
Canada

Statistics  
Canada

Canada





NCT Report 25

Evaluation of  
Respondents' Comments

Larry McKeown

with the assistance of  
Patricia Schembari

Census and Demographic Statistics Branch

July, 1994



## Table of Contents

Executive Summary .....	1
Résumé .....	2
1. Preparation for the 1996 Census .....	3
2. Respondent Evaluation of the NCT .....	3
2.1 Approach .....	3
2.2 Analysis .....	4
2.3 Synopsis .....	11
3. Respondent Comments on the NCT .....	12
3.1 Selection .....	12
3.2 Examination .....	12
4. The Message for Census Takers .....	14
Appendices:	
A NCT Step 10 Questions .....	16
B Missing Values and Inconsistent Responses .....	18
C Frequencies of Breakdown Variables .....	19
D Statistical Tests of English and French Responses .....	20
E Written Comment Capture/Classification .....	21
F Selective Written Comments .....	22



## Executive Summary

- Approximately 20% of households provided a written comment on their NCT questionnaire. The distribution of these written comments was somewhat dispersed with a majority of these households (67%) providing a single written comment and a further 20% providing two written comments.
- The written comments were highly concentrated on specific NCT questions. Income, ethnic origin and unpaid work questions were the most frequently mentioned NCT questions in terms of both difficulty and objections.
- Less than 20% of responding households indicated that they had consulted the Guide in completing their NCT questionnaire. While just over 4% of responding households reported that they had used the Census Help Line (CHL), an overwhelming majority (84%) found this service helpful. Households completing a French questionnaire were less likely to find the Guide and the CHL of assistance.
- An examination of the written comments reveals two different types of responding households. The first type could be said to be generally mistrustful of government and, as such, tended to find the NCT unnecessary and many questions intrusive. The second type of responding household provided comments which tended to reflect a more sincere concern with a specific NCT question.
- The majority of written comments (56%) can be categorized as "response burden" while 28% of comments can be classified as "privacy concerns" or "other objections". However, the written comments in the aggregate seem to indicate that Statistics Canada is approaching the limits of acceptability in terms of questionnaire length and complexity.
- It is within the context of specific NCT content that Step 10 is of most value. That is, while this report provides an "accounting" of the responses and a general overview of written comments, it is not exhaustive and cannot fully convey the reaction of households to specific subject matter concepts and questions.

## Résumé

- Environ 20 % des ménages ont inscrit un commentaire sur leur questionnaire du TRN. La répartition des commentaires écrits était quelque peu dispersée, la majorité des ménages (67 %) ayant fourni un seul commentaire écrit et un autre 20 % ayant fourni deux commentaires écrits.
- Une proportion élevée des commentaires écrits portaient sur des questions spécifiques du TRN. Par exemple, les questions du TRN sur le revenu, l'origine ethnique et le travail non rémunéré sont celles qui ont suscité le plus de commentaires tant à cause des difficultés que des objections qu'elles soulevaient.
- Moins de 20 % des ménages-répondants ont indiqué avoir consulté le Guide au moment de remplir leur questionnaire du TRN. Bien que juste un peu plus de 4 % des ménages-répondants aient indiqué avoir eu recours à l'Assistance téléphonique du recensement (ATR), une majorité surprenante, soit 84 %, a reconnu l'utilité de ce service. Les ménages à qui on avait remis un questionnaire français étaient moins susceptibles de trouver une utilité au Guide et à l'ATR.
- Un examen des commentaires écrits fait ressortir deux différents types de ménages-répondants. Du premier type de ménage-répondant, on peut dire en général qu'il était méfiant à l'égard du gouvernement et qu'il avait tendance de ce fait à trouver le TRN inutile et à trouver bon nombre des questions indiscrètes. Le ménage-répondant du deuxième type fournissait des commentaires qui tendaient à démontrer une inquiétude véritable face à une question spécifique du TRN.
- La majorité des commentaires écrits, soit 56 %, peuvent être classés dans la catégorie «fardeau du répondant», tandis que 28 % des commentaires se qualifient comme étant des préoccupations à l'égard de la «vie privée» ou d'autres objections. Toutefois, dans l'ensemble, les commentaires écrits semblent indiquer que Statistique Canada n'est pas loin d'atteindre les limites de ce que l'on considère acceptable pour un questionnaire en termes de longueur et de complexité.
- C'est dans le contexte du contenu spécifique du TRN que l'étape 10 s'avère le plus utile. Cela veut dire que même si le présent rapport fait la «comptabilité» des réponses et donne un aperçu général des commentaires écrits, il n'est toutefois pas complet et ne peut évoquer pleinement les réactions des ménages face à des questions et à des concepts spécialisés bien précis.



## 1. Preparation for the 1996 Census

In preparing for the 1996 Census of Population, Statistics Canada conducted a test of the content and of selected field procedures and support activities in November of 1993. The National Census Test (NCT) was based on a sample comprised of two components. A representative sample of approximately 14,500 occupied dwellings was selected from "rotations out" of the Labour Force Survey (LFS). A special population sample of approximately 3,500 occupied dwellings was designed to target specific ethno-cultural communities in selected urban areas. The NCT represents the sole opportunity to test new or modified questions and procedures (i.e. automated coding modules) for the 1996 Census.

The NCT questionnaire included a section (Step 10) containing questions designed specifically to solicit the reaction of respondents to the test questionnaire (Appendix A). This report is an evaluation of the answers and comments provided by households to these Step 10 questions. The first section of this report is a quantitative analysis of the answers to Step 10 questions while the second section is a qualitative examination of the actual written comments provided to these questions. This report is intended to identify problems with the questionnaire (e.g. design, wording, concepts) for subject matter consideration and to alert the 1996 Census collection and communications projects as to potential "trouble spots".

## 2. Respondent Evaluation of the NCT

### 2.1 Approach

The responses to Step 10 were processed as part of the household file and, since the LFS and Special components of the NCT sample were split into separate files, the results for each are presented separately in this report. Responding private households in occupied dwellings generated a final sample of 12,273 households for the LFS component and 2,839 households for the Special component.<sup>1</sup> There are several caveats which must be considered in reviewing the numbers in this report. First, the tables are based on the unweighted or "raw" counts since it was decided that providing weighted counts would serve no purpose and, moreover, weights are not available for the Special sample component. It is also important to note that these files have not been edited and inconsistencies of respondents have been captured and processed "as is". An investigation of the files reveals that missing values, rather than inconsistent responses, seem to be the more significant problem (Appendix B). As a final cautionary note, NCT Step 10 questions were excluded from field edits (i.e. "Rule of Six") and, for all practical purposes, these questions were not included in the interviewer follow-up procedures.

---

<sup>1</sup> Unix files "nct.lfsamp.hhldfile.dat.01.apr21" (LFS) and "nct.specpop.hhldfile.dat.01.apr.21" (Special).

The quantitative analysis consists of six tables corresponding to Step 10 questions A to F on the NCT questionnaire. Each table reports the sample size and the household answers to the question. The "No Response" value reported is calculated residually since the total of missing values for each field will exceed the sample size.<sup>2</sup> A selective frequency of step or question numbers is also included in these tables. An exhaustive frequency of step or question numbers for Step 10 is contained in a precursory document to this report (**NCT Report 25 - Preliminary Analysis**). Percentages in each table are calculated only for those households which responded; missing values are excluded. Moreover, these tables provide selective breakdowns of the answers by Regional Office, Formtype (English/French), Person Number (who completed the questionnaire) and Household Size. A frequency of these breakdown variables is contained in Appendix C. Explanatory notes accompany each table to point out particular nuances regarding the values.

Since no editing of the responses was undertaken, the issue of a response rate is not straightforward. As such, this report will use an incidence rate of Step 10 comments. The incidence rate is based on the household responding to at least one of Step 10 questions A, B, D or F, indicating a step or question number to this response, and providing a written comment.<sup>3</sup> Of the 15,112 households on the two data files, 2,915 or 19.3% of the questionnaires satisfied this condition. This breaks down into 2,471 or 20.1% of households in the LFS sample component and 444 or 15.6% of the Special sample component. These incidence rates should be considered a conservative estimate at the lower end of the possible range of response rates. For both the LFS and Special sample components, only 75% of households which indicated a step or question number in Step 10 (Questions A, B, D and F) also provided a reason or explanation in the form of a written comment.

These 2,915 "responding households" which provided at least one written comment in Step 10 together generated a total of 4,526 comments (LFS 3,820 + Special 706) for an average of 1.6 comments per household. Again, these rates are based on the condition that a step or question number is provided and the flag indicating a written comment is present. The Special sample component averaged slightly fewer written comments at 1.55 per household. Approximately 67% of the households which responded to Step 10, as measured by the incidence rate, provided a single written comment while about 20% provided two comments. Only about 12% of responding households provided three or more comments.

## 2.2 Analysis

To reiterate before examining specific questions in Step 10, about one in five households provided at least one written comment and a majority of these households (> 65%) provided a single written comment. The tables which follow present selective results from each of the

---

<sup>2</sup> For example in Question A, the LFS "No Response" value of 2,251 is calculated by subtracting the STEP10A1=1 (9,732) and the STEP10A2=2 (290) sub-totals from the sample size (12,273).

<sup>3</sup> The written comments, while not data captured, are flagged by the presence of a 1 in a subsequent field.

six NCT Step 10 questions.

Table 1

Question A: Did you find any of the steps on pages 2 and 3 difficult?		
	LFS	Special
Households (n)	12,273	2,839
Yes	290	68
No	9,732	2,077
No Response	2,251	694
Yes / (Yes + No)	2.9%	3.2%
Edmonton R.O.	0.8%	3.0%
Montréal R.O.	3.7%	5.2%
Total Steps [1]	194	37
Step 4 [2]	60	8
Step 2	47	16
Other Steps	87	13

[1] Households could mark up to 5 step numbers.

[2] NCT Report 11 (Coverage-Related Steps and Step 9) reports that, out of the 68 cases of households indicating difficulty with Step 4, there were only 5 valid responses and 63 cases of error. Most of this error stemmed from households incorrectly indicating Question 46 in Question A rather than Question B. The "4" occurs since only one byte could be captured for these fields in Question A.

The reported difficulties with NCT step numbers ranged from less than 1% of LFS households for the Edmonton Regional Office to over 5% of Special household for the Montréal Regional Office. Step 2 provided the most difficulties with routine problems regarding the ordering of names and the inclusion of students (NCT Report 11).

While just 3% of households reported difficulties with the NCT steps, closer to 14% of

households indicated difficulty with at least one NCT question (Table 2). Not unexpectedly, Table 2 indicates that a larger household of more than 6 persons, requiring two questionnaires, would be more likely to report difficulties with particular NCT questions than would a household of 1 person. The five most frequently mentioned NCT questions are also contained in Table 2. It is assumed that the difficulties households reported for specific NCT questions are addressed in more detail by the subject matter areas.

Table 2

Question B: Did you find any of the test questions difficult?		
	LFS	Special
Households (n)	12,273	2,839
Yes	1,325	275
No	8,159	1,774
No Response	2,789	790
Yes / (Yes + No)	14.0%	13.4%
Household Size = 1	12.2%	8.6%
Household Size > 6	22.0%	6.7%
Total Questions [1]	1,851	374
Q46 (Income)	814	152
Q16 (Ethnic Origin)	125	17
Q26/27 (Unpaid Work)	105	21
Q44 (Weeks Worked)	88	19
Q34 (Name of Employer)	69	17
Other Questions	650	148

[1] Households could mark up to 5 question numbers.

Table 3 contains the number of households which reported that they had consulted the NCT

guide to complete their questionnaires. Approximately 18.2% of responding households reported that they had consulted the guide. This underscores the perception that the guide in its current form is not effectively utilized. The Table also reveals that in completing the NCT questionnaire, Person 1 was much more likely to consult the guide than was a person not from the household. With respect to the reason the guide was consulted, it should be noted that there were no instructions in the NCT Guide explicitly for either Step 8 or Step 9. It appears that households indicated the Step number containing the question(s) for which the Guide was consulted.

Table 3

Question C: Did you use the guide?		
	LFS	Special
Sample (n)	12,273	2,839
Yes	1,888	301
No	8,030	1,822
No Response	2,355	716
Yes / (Yes + No)	19.0%	14.2%
Person 1	19.9%	15.1%
"Other" Person [1]	8.9%	5.6%
Total Steps/Questions [2]	2,972	488
Steps 8/9	765	116
Q46 (Income)	492	26
out-of-scope [3]	232	71
Q16 (Ethnic Origin)	160	19
Q35 (Kind of Business)	100	12
Other Steps/Questions	1,223	244

[1] Person who completed the questionnaire who does not reside in household.

- [2] Households could mark up to 6 step numbers and 6 question numbers.
- [3] The out-of-scope figures for Question C appear to be the result of households not correctly marking in the question. For example, there are 122 instances in the LFS file of households writing in Question number 46 (Income) in the Step No. mark-in.

For those households which consulted the guide, about two-thirds indicated that it was helpful (Table 4). However, those households responding using a French questionnaire were less likely to find the Guide helpful. For the step/question numbers reported by households for which the guide was not helpful, out-of-scope and Steps 8/9 were the most frequent. Again, it appears that households indicated the Step number containing the question(s) for which the Guide was consulted.

Table 4

Question D: Was the guide helpful?		
	LFS	Special
Households [1]	3,444	646
Yes	2,313	432
No	1,131	214
No Response	n/a	n/a
No / (Yes + No)	32.8%	33.1%
French [2]	54.6%	63.1%
English [2]	23.4%	23.3%
Total Steps/Questions [3]	279	48
out-of-scope [4]	66	17
Steps 8/9	62	12
Other Steps/Questions	151	19

- [1] It is not possible to differentiate between households which did not answer Question D (i.e. missing values) and those for which Question D does not apply.

- [2] Statistically significant difference ( $\alpha = .01$ ), see Appendix D for details.
- [3] Households could mark up to 6 step numbers and 6 question numbers.
- [4] These out-of-scope counts result from households incorrectly providing a question number in a step number mark-in.

A comparison of Table 3 with Table 4 indicates that more households claimed the guide helpful (2,745) than claimed to have actually used the guide (2,189). This overt discrepancy is the result of households not correctly following the skip pattern in Step 10 Question C. An investigation reveals that approximately 20% of households which answered no to Question C missed the skip. That is, although these households answered in Question C that they did not use the NCT Guide, these same households then subsequently went on to comment on the helpfulness of the Guide in Question D (Appendix B). This certainly underscores the findings of NCT Report 5 (Interviewer Debriefing) and NCT Report 9 (Evaluation of Design and Layout) that respondents have difficulty following skip patterns in the questionnaire.

**Table 5**

<b>Question E: Did you use the Census Help Line?</b>		
	<b>LFS</b>	<b>Special</b>
<b>Sample</b>	12,273	2,839
<b>Yes</b>	375	131
<b>No</b>	9,490	1,959
<b>No Response</b>	2,408	749
<b>Yes / (Yes + No)</b>	3.8%	6.3%
<b>Was it helpful?</b>		
<b>Sub-Sample</b>	375	131
<b>Yes</b>	292	112
<b>No</b>	62	14
<b>Yes / (Yes + No)</b>	82.5%	88.9%
<b>English [1]</b>	84.1%	88.8%
<b>French [1]</b>	73.2%	90.0%

[1] Statistically significant difference ( $\alpha = .05$ ), see Appendix D for details.

In Step 10 Question E, just over 4% of responding households indicated that they had used the Census Help Line (CHL) and approximately 84% of these households found the CHL to be helpful (Table 5). These figures also reveal that households from the Special sample component were more likely to use the CHL. Again, those households using a French questionnaire were less likely to find the CHL helpful. NCT Report 4 (Evaluation of CHL) reports that 634 calls were answered by the Census Help Line operators. According to NCT Step 10 Question E, 506 households (375 LFS + 131 Special) indicated that they had used the CHL. Assuming that these two numbers are accurate, this means that, on average, each household using the CHL made 1.2 telephone calls. However, this is probably inflated by households which did in fact use the CHL but did not complete Question E of Step 10.

Table 6

Question F: Are there any test questions to which you have objections?		
	LFS	Special
Sample (n)	12,273	2,839
Yes	2,197	402
No	6,715	1,540
No Response	3,361	897
Yes / (Yes + No)	24.7%	20.7%
Total Questions [1]	2,824	638
Question 46 (Income)	2,000	429
Question 16 (Ethnic Origin)	100	20
Question 26/27 (Unpaid Work)	98	22
Question 18 (Pop Group)	87	36
Question 42 (Place of Work)	78	21
Other Questions	461	110



[1] Households could mark up to 6 questions.

The final question of Step 10 asked households if there were any test questions to which they had objections. Approximately 24% of responding households indicated that they had objections and there was no significant variation in this proportion by the breakdown variables. Table 6 contains the most frequently mentioned NCT questions to which households indicated an objection. The sequencing of Questions 46, 16 and 26/27 in Table 6 is identical to that of Table 2 (question difficulty). However, it is important to note that Question 18 (Population Group) is a question households find objectionable although they do not find it overly difficult. With Question 42 (Place of Work), households find it somewhat difficult (i.e. postal code) and somewhat objectionable. An examination of written comments suggests that objections to Question 42 stem from a misunderstanding of the use of these data. Again, it is assumed that individual subject matter areas will address these concerns in more detail.

### 2.3 Synopsis

There are relatively few written comments in Step 10 with only about every 5<sup>th</sup> household (19.3%) on average providing a written comment. However, these questions added to response fatigue given the sheer number of NCT questions and, in addition, the placement of Step 10 questions and their exclusion from field follow-up procedures would also contribute to this relatively low incidence rate. Of the households that did provide at least one written comment, a vast majority (67%) provided a single written comment. This would characterize the distribution of Step 10 comment-providing households as somewhat dispersed. However, while the written comments are somewhat dispersed among the households, they tend to be highly concentrated on specific NCT questions.

It is important to note that those households responding using an English questionnaire were more likely to find the NCT Guide and the Census Help Line helpful. Although these differences are based on smaller sample sizes because they are conditional responses, they are statistically significant and therefore require further attention. On balance there does not appear to be significant variation between the LFS and Special sample components at the aggregate level. This consistency, however, tends to disappear as the analysis gets more detailed or focused on specific NCT questions. At the level of evaluating specific NCT questions, Step 10 is particularly germane in pointing out to subject matter areas why a question was found by respondents to be problematic. The full value of Step 10 is not exploited in this report since the analysis remains at a more general level.

### 3. Respondent Comments on the NCT

#### 3.1 Selection

The previous section represents a quantitative analysis of answers to Step 10. This section presents a qualitative examination of the written comments provided by households. As previously mentioned, the written comments were not data captured but rather flagged on the final data files. It was decided that an examination of every NCT questionnaire containing a written comment was not feasible and a strategy was designed to select a sample.

The sampling frame was established by identifying all NCT questionnaires for which a valid entry was captured in the first field (i.e. mark-in box) of Step 10 Questions A, B, D and F.<sup>4</sup> This condition deliberately excluded Question 46 since it accounted for a very high proportion of all comments. In essence, a stratified sample was created with a Question 46 stratum and an "all other questions" stratum. The Question 46 stratum did not contribute questionnaires to the sample.<sup>5</sup> This exclusion of Question 46 from the condition did not, however, eliminate all Question 46 comments since questionnaires are included for which Question 46 is found beyond the first field or mark-in box of Step 10 Questions B, D and F. In fact, Question 46 accounts for 116 of the 616 question-specific comments examined.

Using this condition, there were a total of 1,286 NCT questionnaires identified. It was decided to select 20% of these questionnaires for examination and to proceed by examining every 5<sup>th</sup> questionnaire. This resulted in a stratified, systematic sample of 258 NCT questionnaires or approximately 9% of the total NCT questionnaires with at least one written comment (i.e. the sampling frame). These comments were examined in the Census Microfilm area with direct data entry into a micro-computer using a pre-determined coding and classification scheme (Appendix E).

#### 3.2 Examination

The 258 NCT questionnaires examined generated a total of 718 written comments for an average of 2.78 written comments for responding households. The 210 LFS households averaged 2.83 written comments compared to 2.54 written comments for the 48 households in the Special sample component. These averages are higher than the 1.6 written comments

---

<sup>4</sup> In the case of Step 10 Question D, the entry for the first Step No. box could be from 1 to 49 in recognition that many respondents used the first available opportunity to write the question number of which they had concerns, difficulties or objections.

<sup>5</sup> As an example, for the first field of Step 10 Question B the condition was as follows: IF 0<STP10B1Q<46 OR 46<STP10B1Q<50 THEN DO...

per responding household reported in Section 2.1 of this report. The difference is accounted for by two factors. First, the qualitative examination included written comments contained on the back cover of the NCT questionnaires and these comments were not data captured. Second, it also depends on how a household answered Step 10 questions. If a responding household felt that a particular series of questions were difficult (e.g. Questions 28 to 33), it might be indicated by separately writing each question number in the six mark-in boxes of Step 10 Question B or the household may indicate this range by writing 28-30 in the first mark-in box. In the latter case, only Question 28 would be data captured. During the qualitative examination of NCT Questionnaires, all six questions would be captured as separate comments, thus resulting in the higher number reported.

A summary of the written comments examined is contained in Table 7. As expected, Step 10 Questions B and F account for approximately 80% of the written comments and most of the written comments concerned specific NCT questions. A majority of the written comments examined can be categorized as resulting from "Response Burden" due to the difficulty, length or perceived irrelevance of particular NCT questions. Approximately 28% of the written comments can be categorized as resulting from "Privacy Concerns or Other Objections". Most written comments tended to be of a negative nature; just over 6% of the written comments can be classified as a content or format suggestion. This should not be surprising since the Step 10 questions were designed to solicit responses in cases which a household found a step or question to be difficult or objectionable.

Table 7

Distribution of Written Comments	<i>f</i>	%
Written Comments	718	
Step 10 Question A	21	2.92
Step 10 Question B	298	41.50
Step 10 Question D	60	8.36
Step 10 Question F	272	37.88
Questionnaire back cover	67	9.33
NCT Steps	33	4.60
NCT Questions	616	85.79
Not Step/Question Specific	69	9.61

Distribution of Written Comments	<i>f</i>	%
Response Burden	391	54.46
Privacy Concern	58	8.08
Non-Privacy Objection	150	20.89
Content/Format Suggestion	48	6.69
Other Comments	71	9.89

As previously stated, the full value of Step 10 can only be extracted through an examination of the responses of households to specific content or questions. As such, it is difficult to present a general overview of the written comments. However, apart from the objections to the disclosure of income, the main recurring themes for many of the written comments on the NCT questionnaire are:

- the perceived waste of government money and time;
- the question is too personal or too difficult;
- exasperation regarding the question purpose and data need;
- difficulty understanding the ethnic origin question;
- objection to the ethnic and/or race question;
- frustration based on missing the Step 9 skip instruction;
- difficulty estimating the time spent on various household activities;
- difficulty estimating the hours worked per week; and
- frustration regarding the perceived duplication of income reporting (Revenue Canada).

Appendix F reproduces a select number of the written comments in order to provide a flavour for the concerns of various households. These comments have been extracted to roughly reflect the most frequent NCT questions mentioned in Step 10.

#### 4. The Message for Census Takers

There are two types of messages for Statistics Canada conveyed through households' written comments about the NCT. The first message concerns the identification of problematic questions (e.g. design, wording, concepts). As previously mentioned, this message is directed at subject matter areas for consideration and at the collection and communications projects for preparation.

The second message gleaned from an analysis and examination of these written comments

is larger, albeit less tangible. That is, the Canadian political cultural is becoming more combative with less consensus on any given issue and, as such, Canadians are less likely to view government as neutral and acting in the national interest. Although Canadians continue to provide the requested information, it appears to be critical that respondents understand the reason this information is collected as a prerequisite for their cooperation.

As stated on the title page of STC publications, Canada owes the success of its statistical system to a long-standing cooperation between Statistics Canada and the citizens of Canada. This cooperation cannot be taken for granted. Statistics Canada appears to be approaching what can be considered the acceptable limit of census taking in terms of length and difficulty of the census questionnaire.



# APPENDIX A

## NCT Step 10 Questions

49. Who completed this questionnaire?

Mark as many circles as applicable.

1 ☐ Person 1

2 ☐ Person 2

3 ☐ Person 3

4 ☐ Person 4

5 ☐ Person 5

6 ☐ Person 6

7 ☐ A person who is listed on another questionnaire for this dwelling

8 ☐ A person who does not live here



You have now answered all the census questions.

Would you please answer a few questions regarding this census test questionnaire.

A. Did you find any of the steps on pages 2 and 3 difficult to answer?

1 ☐ No — Go to Question B

2 ☐ Yes — Write the step number and give the reason for the difficulty

Step No.

Reason

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

B. Did you find any of the test questions difficult?

3 ☐ No — Go to Question C

4 ☐ Yes — Write the question number and give the reason for the difficulty.

Question No.

Reason

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

C. Did you use the Guide?

5 ☐ No — Go to Question E

6 ☐ Yes — For which steps or questions?

Step No.

Question No.

☐
☐
☐
☐
☐
☐
☐
☐
☐
☐
☐
☐

D. Was the Guide helpful?

7 ☐ Yes — Go to Question E

8 ☐ No — Write the steps or questions for which the Guide was not helpful.

Step No.

Explain

☐
☐
☐
☐
☐
☐

Question No.

Explain

☐
☐
☐
☐
☐
☐

E. Did you use the Census Help Line?

1 ☐ No

2 ☐ Yes — Was it helpful?

3 ☐ Yes

4 ☐ No

F. Are there any test questions to which you have objections?

5 ☐ No — Go to Step 11

6 ☐ Yes — Write the question number and give the reason for your objection.

Question No.

Reason

☐
☐
☐
☐
☐
☐


You have now completed your test questionnaire.

Please mail it today using the enclosed postage-paid envelope.

Thank you for your cooperation.



**APPENDIX B**  
**Missing Values and Inconsistent Responses**

<b>Question / Response</b>	<b>LFS</b>	<b>Special</b>
Households (n)	12,273	2,839
Question A - Yes & No	2	0
Question A - missing values [1]	2,251	694
Question B - Yes & No	4	0
Question B - missing values	2,789	790
Question C - Yes & No	4	1
Question C - missing values	2,355	716
Question D - Yes & No	11	1
Question D - missing values [2]	n/a	n/a
Question C - No & Question D - Yes	677	184
Question C - No & Question D - No	928	174
Question E - Yes & No [3]	2	0
Question E - Yes & No [4]	2	1
Question E - missing values	2,408	749
Question E - No / Was it helpful - Yes	7	3
Question E - No / Was it helpful - No	15	2
Question F - Yes & No	2	0
Question F - missing values	3,361	897

- [1] Missing values calculated residually. For Question A (LFS):  
2,251 = 12,273 - (9,732 yes + 290 no).
- [2] It is not possible to differentiate between households which did not answer Question D (i.e. missing values) and households for which Question D did not apply because of the skip pattern in Question C.
- [3] Did you use the Census Help Line?
- [4] Was it helpful?

APPENDIX C  
Frequencies of Breakdown Variables

	LFS	Special
Households (n)	12,273	2,839
Regional Office [1]	(2)	(0)
St. John's	634	n/a
Halifax	2,067	249
Montréal	2,298	721
Sturgeon Falls	1,052	n/a
Toronto	2,322	455
Edmonton	2,789	1,135
Vancouver	1,109	279
Formtype	(139)	(30)
English	9,728	2,236
French	2,406	573
Completed Questionnaire [2]	(285)	(70)
Person 1	5,902	1,530
Person 2..n	4,831	830
Other Person	1,255	409
Household Size [3]		
1 person	2,671	642
2-6 persons	9,522	2,157
> 6 persons	80	40

[1] Values in parenthesis indicate missing values.

[2] NCT Question 49; "other" indicates person not in household.

[3] HHLDSize a derived variable; as such, no missing values.

## APPENDIX D

### Statistical Tests of English and French Responses

Using a chi square distribution, observed differences in household responses by language of questionnaire were tested, in two particular cases, to determine if the results were statistically significant. In both cases, the LFS and Special sample components were combined for the test.

#### Question D - Was the Guide helpful?

$H_0$  Responses to the helpfulness of the Guide are independent of the language in which the NCT questionnaire was completed (i.e. there is no statistically significant difference between English and French responses to the question on the helpfulness of the Guide).

$$\text{chi square } 933.85 > 6.64 (\alpha = .01)$$

Therefore, reject the null hypothesis and conclude that the Guide's helpfulness is not independent of the language in which the responding household chose to complete the NCT questionnaire. The observed difference in responses would occur by chance only once if this test was repeated one hundred times.

#### Question E - Was the CHL helpful?

$H_0$  Responses to the helpfulness of the Census Help Line are independent of the language in which the NCT questionnaire was completed (i.e. there is no statistically significant difference between English and French responses to the question on the helpfulness of the Census Help Line).

$$\text{chi square } 3.91 > 3.84 (\alpha = .05)$$

Therefore, reject the null hypothesis and conclude that the Census Help Line's helpfulness is not independent of the language in which the responding household chose to complete the NCT questionnaire. Presumably, this language would also be the one which the household would use in phoning the Census Help Line. The observed difference in responses would occur by chance only once if this test was repeated twenty times.

**APPENDIX E**  
**Written Comment Coding/Classification**

<b>Position</b>	<b>Field</b>
1-2	Sampling Frame Listing Number {1,...258}
3-4	Regional Office <ul style="list-style-type: none"> <li>11 St. John's</li> <li>12 Halifax</li> <li>13 Montréal</li> <li>14 Sturgeon Falls</li> <li>15 Toronto</li> <li>17 Edmonton</li> <li>18 Vancouver</li> </ul>
5-6	Sample Component <ul style="list-style-type: none"> <li>01 Blacks in Halifax</li> <li>02 Asians in Montréal</li> <li>03 Blacks in Montréal</li> <li>04 Latins in Montréal</li> <li>05 Asians in Toronto</li> <li>06 Blacks in Toronto</li> <li>07 Aboriginals in Winnipeg</li> <li>08 Métis in Winnipeg</li> <li>09 Aboriginals in Regina</li> <li>10 Métis in Saskatoon</li> <li>11 Aboriginals in Edmonton</li> <li>12 Asians in Vancouver</li> <li>99 LFS</li> </ul>
7- 8	Step 10 Question {A,B,D,F,X}, where X denotes back cover
9-10	if A or D (step) → NCT step {s1,...s9} if B, D (question) or F → NCT question {1,...49} if X → NCT question {1,...49} or XX if not question specific
11	Comment Classification <ul style="list-style-type: none"> <li>1 Response Burden (length/difficulty or relevancy)</li> <li>2 Privacy Concerns (disclosure or necessity)</li> <li>3 Other Objection</li> <li>4 Collection/Content (constructive criticism)</li> <li>5 Other Comments</li> </ul>
12-80	open field to note any germane characteristics of respondent/household

## APPENDIX F

### Selective Written Comments

#### *General:*

- "The questionnaire should contain instructions on how to complete."
- "Manque d'exemples et de clarté"
- "We feel that the Government of Canada would better serve its citizens by creating a nation of Canadians, not a federally funded, special interest group society."
- "Statistics Canada should help senior citizens with these questionnaires. Some questions are puzzling and eyesight is a problem. Don't want to be phoning at my age and if government offices are busy, one would have to keep trying to get through. Some help from agent delivering test would shorten this test considerably."
- "Toutes les questions posées dans ce questionnaire, à l'exception des langues parlées, à mon avis, sont une perte de temps car l'information peut-être obtenue des rapports d'impôt donc une duplication de compilation d'information...Le questionnaire ne devrait pas contenir, ni l'adresse, ni le nom, mais seulement un numéro qui pourrait être, si nécessaire, comparé avec le questionnaire...il y a trop d'information qui est confidentielle et de ce fait ne devrait pas figurer, ni nom, ni adresse..."
- "The whole tone of the questionnaire accentuates Canada's differences - ethnic, cultural, linguistic. It is time that an effort was made, particularly by government agencies, to minimize the differences and promote Canada as a nation."
- "Respondent apologized for not completing form but said she had opened it and found it looked intimidating so didn't take the time to complete it" (via Interviewer)

#### *Privacy*

- "Trop de questions, il est suffisant de recueillir le nom, la date de naissance, l'adresse et le revenu"
- "I believe that it should not be mandatory to fill out a survey such as this. I find it to be invasion of privacy and a waste of my valuable time."
- "Ingérence dans ma vie privée qu'on a pas le droit de refuser"

- "Questions #26 thought #48 inclusive were unnecessary and frankly none of Statistics Canada's business. A national census test should focus only on the number of Canadian citizens, their education and/or training. Their age, sex, origin, address etc. Over 50% of this test was in my opinion asking personal/confidential questions. Income statistics should be obtained from Taxation Canada when and if it is necessary"
- "Questions 26 to 46. This information is nobody's business. I was waiting for: What kind of toilet paper this person uses? ☐ 1 ply ☐ 2 ply"
- "First time she saw such a detailed questionnaire. It made her feel apprehensive about completing it, and about providing so much personal and private detail. However, once I explained the background purpose of the test, she became very comfortable responding, except for question 18." (via Interviewer)

*Step 9:*

- "...réponse pour enfant en 1991?"
- "Person 6 is an infant so they are non-applicable"
- "aucun rapport"
- "No box for those retired, should proceed to Question 46 bypassing Question 29-33 (irrelevant)."

*Question 2:*

- "Did not know if I was suppose to check circle under Person 1 - I am related to myself!"

*Question 16:*

- "After 200 years, I no longer need to identify my origins."
- "Does this mean parents, grandparents, ...?"
- "What difference does my ancestry make?"
- "Ancêtres à quel degré?"
- "Ne spécifie pas ce qu'est un ancêtre"

- "How many generations to go back - guide not clear."

*Question 18:*

- "I am angered and offended by this question."
- "What is the purpose of this question?"

*Question 26/27*

- "I do not keep track of the hours spent on household activities."
- "Ne savait pas ce que cela voulait dire"
- "Évaluer le nombre d'heures?"
- "What we do at home is personal."
- "Travaux ménagers pour moi? (même si j'habite avec une autre personne); où? chez moi? chez d'autres personnes?"
- "Question ambiguë"
- "I though caring for your children was a responsibility of parenting."
- "My family volunteers a lot but at certain times during the year."

*Question 42:*

- "Why do you want to know where we work?"
- "C'est exagéré, c'est la Gestapo"
- "Ne connaît pas l'adresse exacte"

*Question 46:*

- "Difficult to answer!"
- "Question personnelle"



- "Ces informations sont sur le rapport d'impôt et c'est là que je me suis référé pour obtenir l'information"
- "Ne vois pas à quoi sert cette information dans le but statistique"
- "I do not fully understand what you need the information for and I do not fully understand the questions."
- "confidentialité"
- "Ca m'a agacé. Je trouve ça personnel et c'est agressant de faire entrer ainsi de ses choses personnelles par un questionnaire géré par des étrangers. Je trouve que c'est une question qui dépasse le mandat d'un recensement".
- "If people fill out income tax returns they should not be required to locate their records for the Census."
- "I don't mind filling out a questionnaire but Statistics Canada must have access to our income tax - I don't have time to deal with too many specifics details re: postal codes etc."





